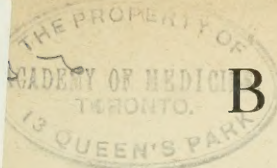
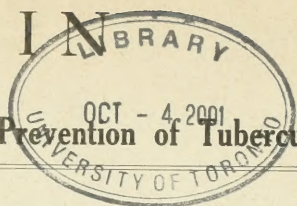


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BULLETIN

OF



The National Association for the Study and Prevention of Tuberculosis

Vol. IV

OCTOBER, 1917

No. 1

Plans for a Three Million Dollar Seal Sale

Red Cross Seal Prospects

The Mail Sale

Pennant Competition

Modern Health Crusader Competition

Under the unprecedented demand from state and local associations as agents for seals, the Red Cross has already (September) distributed thirty million more seals than up to Christmas in 1916. The Illinois Tuberculosis Association has ordered 6,000,000 more seals than ever before. The St. Louis Association will place 4,000,000 more seals on sale than in 1916 for that city and county alone. The State Charities Aid Association, general agents for New York state except New York City, has gauged its campaign for an increase of 3,000,000 above its record state sale of 1916. The executive secretary of the Tennessee Anti-Tuberculosis Association anticipates a sale of 2,000,000, double the 1916 sale.

The opinion seems almost universal among Red Cross Seal agents that this is par excellence the best year for the sale. The higher cost of living and increased taxation are more than offset by the aroused generosity and patriotism of the public. A word of caution is advisable, however. In order to take advantage of the unique opportunity offered this fall, it is essential that every agent bring out in his publicity and in his appeals to individuals the fact that tuberculosis is one of the worst enemies of armies, that it is one of the greatest weakening influences to our country at war, and that the proceeds from the seal sale are used in a practical patriotic way to protect and rehabilitate our soldiers and the supporting civilian population. We recommend for every agent large optimism, backed up with careful planning, in the campaign and the hardest work of which he is capable. With this combination from now to January first in every state and local agency it would be possible to raise the needed \$3,000,000, trebling the sale of last year.

"Buy three times as many seals as last year," "You must buy three times as many," or "We must treble the sale

LATER ANNOUNCEMENT

Mail Sale letters to go for 2c if posted locally

Postoffice regulations just issued direct that under the new tax law raising the first-class postage rate to 3c. per ounce, effective November 2d, first-class letters mailed for local delivery within the territory of the postoffice where they are mailed will be delivered by city and rural carriers for two-cent postage. Letters posted in the territory of one postoffice addressed to persons in the territory of another postoffice require three cents.

This regulation permits the Red Cross seal agent covering several towns to mail his sale letters with only two-cent postage on each envelope, the outgoing and the return, provided he send letters in bulk from his headquarters to be mailed by a local representative in the postoffice for each city, town or district representing a distinct postoffice territory in which addressees reside. If a large city is served by two main postoffices, no mere branch postoffices, the agent must see that letters for addressees in either of the two postoffice territories be mailed in that postoffice.

The regulation issued in regard to postcards states that private mailing cards which are entirely in print or bear no more writing (or typewriting) than is authorized upon printed matter will continue to be mailable for 1c. each for delivery anywhere as hitherto. All government postcards and all private mailing cards bearing written or typewritten messages require 2c. in stamps after November 1st. It is our understanding that the standard follow-up cards and acknowledgment cards issued by the National Association, at least if signatures are printed, will go for one-cent postage.

At the time this goes to press, we have not received confirmation of the above regulations from the Postmaster General, but their wide publication west and east seems to indicate that they are authoritative throughout the United States. Pending our further announcement, the seal agent should inquire at his own postoffice.

this year," are slogans that should be sounded everywhere this fall. "War increases tuberculosis," is a fact that must be hammered in and riveted.

It is vitally important that local agents speedily order all the seals they are willing to try to sell, in order that the state agents may pass on the orders to the Red Cross before it is too late to print more seals. *All orders for supplies must be filed at the earliest possible dates* because of delays to be expected in transportation under railway and express service congestion.

The Mail Sale Postage

In point of method the mail sale should be the chief reliance of the agent. The lists of addressees for the letters should be greatly extended, care being taken in selecting persons likely to buy 100 or more seals and in phrasing the appeal along lines adapted to their class.

The prospect of three-cent postage—if the pending law takes effect before the sale of seals—should not cause any one to cut down the number of his mail sale letters. It is wise to send just as many letters on a good list as can be financed. A great many agents have the foresight to borrow money to pay for mail sale letters. Some mail sale lists of considerable size have yielded on the average more than \$1.00 for each letter sent out. A calculation of the average return from 23 lists in 23 different cities and villages shows a return of 50.7 per letter.

On the question of covering costs, suppose the agent puts down seven cents or eight cents per letter, including two two-cent stamps. As shown in the mail sale circular, the National Association is having letters produced for agents at 6¢ each in lots of 5,000. If the cost, however, were eight cents and the three-cent postage law caused two cents more to be added (one cent more on each of the two envelopes), making ten cents, experience in past years indicates that the returns will far more than cover cost. With the spe-

(Concludes on page 8)

BULLETIN OF
THE
NATIONAL ASSOCIATION FOR
THE STUDY AND PREVENTION
OF TUBERCULOSIS

Published Monthly

In the Interest of Workers Engaged in the
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Prize Awarded in Story-talk Contest

In the contest for story-talks, the prize has been awarded to Mrs. Louise F. Brand of the Wisconsin Anti-Tuberculosis Association. Her timely story, "Serving Uncle Sam," was selected by the judges as the talk to be given by teachers to their children on Modern Health Crusade Day, December 7th.

It was hoped that two stories could be awarded prizes as the best for children respectively under and over ten years of age. But no story seemed distinctively adapted to the older group. Mrs. Brand's story, however, was considered interesting and instructive both to children over and under ten, and both of the \$5 prizes have been awarded to her.

The judges were hampered in giving full consideration to several stories by their excess in length beyond the 1,500-word limit set in the announcement of the contest. All the stories were of an excellent order and it is planned to publish one or more of them in *The Journal of the Outdoor Life*.

Red Cross Seal Percentages

The National Association has just issued a new pamphlet No. 108, "Red Cross Seal Percentages." This pamphlet contains a study of the percentages charged by state agents and local agents, and takes up some of the problems raised by the study including the different bases of percentages charged, the variation in percentages, etc. In the conclusions drawn from the study, the National Association says that a standardization of percentages is not possible or desirable.

As the matter of awards and commissions to be allowed in the 1917 seal sale is now uppermost, anti-tuberculosis workers will be interested in a comprehensive plan recently made public by the Minnesota Public Health Association. This plan is as follows:

I. A nurse experienced in all branches of public health for (1) school health work, or (2) a tuberculosis survey, or (3) infant welfare work, or (4) all combined, will be furnished free with all necessary supplies (includes all expenses) for one week to any town or county for every 7,000 seals sold; or

II. A physician experienced in all branches of public health work for (1) an intensive health survey, or (2) a sanitary survey, or (3) medical school supervision, or (4) infant welfare work, or (5) all these combined will be furnished free with all necessary supplies for one week to any town or county for every 20,000 seals sold; or

III. Fifty per cent. of the seal receipts may be used locally for approved health work (provided net proceeds amount to at least \$100.00); or

IV. Both a nurse and a physician will be furnished on a pro rata basis as stated above.

Organizations which retain a percentage for local work must set aside as a local tuberculosis war campaign fund 50 per cent. of the excess of sale over that of last year; however, local war funds amounting to less than \$300 shall be grouped by the State Association into one state tuberculosis war campaign fund, as a less amount will not be sufficient to carry on an adequate local campaign.

Organizations selling over 200,000 seals may retain 75 per cent. for approved anti-tuberculosis work; organizations selling over 500,000 seals may retain an additional one-half of one per cent. on each succeeding 100,000 for the next 500,000 and one per cent. on each 100,000 thereafter until a maximum of 85 per cent. is reached.

Results of Negro Work in Atlanta

In the August issue of the BULLETIN Miss Rosa Lowe, of Atlanta, described "Tuberculosis Work Among the Negroes" as carried on by the Atlanta Anti-Tuberculosis Association, of which she is secretary. Following the special campaign of education in the negro districts of the city, Miss Lowe summarizes the work as follows:

"Clinics were held in nine different locations and there were 616 negroes examined at these places. Three hundred and fifty-six were referred to the clinic of the Atlanta Medical College, where special arrangements had been made for them to report with a card of entrance, showing that they were referred from this clinic; 92 were referred to the Anti-Tuberculosis Association; 67 were sent to the Southern Dental College for work on their teeth; 40 were sent to private physicians; 32 were sent to the Grady Hospital clinic; 33 were found in good condition, and there were others, whose cases were cared for in other ways.

"District workers visited 3,786 homes, leaving literature and giving advice and making inspections, thereby reaching 13,004 occupants. Supervisors' meetings were held twice daily, followed by meetings of workers and chairmen. Public meetings were held in churches, where physicians spoke on health to the congregation. Prior to and during the campaign 54 speakers addressed 27 churches and Sunday-schools to a total of 30,000 persons on two Sundays. Stereopticon slides and lectures were given on health at the Odd Fellows Auditorium, where over 1,300 people attended. Six thousand public school children were reached with literature distributed to both day and night schools. A total of 45,234 people were reached. Allowing 25 per cent. for duplications, this leaves 33,925 persons affected by the campaign previous to the holding of the clinics. A total of 44 public meetings were held.

"It is needless to say that this clinical work was not only a means of education and help to the negroes themselves, but it also increased greatly the interest of the white people in the sickness problem of the negroes.

"Quoting from the report made by H. H. Pace, the chairman, 'The results are beyond tabulation. There is now an effective organization of men and women who have realized that through concerted effort much good can be done for the negro race.'

Scrubbing Up Pegasus

By PAUL L. BENJAMIN

Secretary Minneapolis Tuberculosis Committee

One of the most interesting features of "The Health and Happiness Week" conducted in Minneapolis last December was the "Health Poetry Contest," carried on in the public schools. The previous year a "Health Play Contest" had been staged with considerable success. In order to vary the contest and to take advantage of the crest of popular interest in poetry, verse was substituted as the *modus operandi*. That the "Health Poetry Contest" was a decided success was evidenced by the hundreds, yes, thousands, of poems written; by the space given it by the Minneapolis Journal, which made a special feature of it; and by the interest taken by parents and teachers. This interest was largely the result of wide publicity and a careful campaign plotted out months previously. Here is how we did it:

In the first place three of the best critics of poetry in the country, namely, Miss Harriet Monroe of Chicago, editor of "Poetry," William Stanley Braithwaite of Cambridge, Mass., editor of "The Poetry Review," and Henry A. Bellows of Minneapolis, editor of "The Bellman," were asked to serve as the final judges. This they not only consented to do, but also supplied photographs of themselves for the press. Their names lent dignity to the contest and were also of considerable publicity value. Next, Prof. G. M. Thomas of the University of Minnesota secured eleven students, many of whom had won college distinction for ability in writing, to act as the preliminary judges, thus taking this burden from the office and adding another excellent publicity feature.

Meanwhile the writer had written to a number of prominent poets asking them to contribute an original health poem. The last paragraph of this letter was as follows: "Poems might deal with any phase of health or anything which makes for physical vigor, such as The Wood Trail, The Tang of the Woods, The Dive, Swimmint', etc.; or it might be a poignant personal experience, such as that suffered by a consumptive who is fighting the disease, among the cactus plains of Colorado; it might be an arraignment of society for its apathy in these matters, as, for instance, poor housing, unsanitary factories, wretched children, etc."

In response to this letter poems were received from the following: Sara Teasdale, Arthur Guiterman, Grace Fallow Norton, Lyman Bryson, Joseph Warren Beach, Grace Denio Litchfield, Clement Wood, Theodosia Garrison, Christopher Morley, Horace Holley, Winifred Welles, Helen Cole Crew, H. Thompson Rich, and Vachel Lindsay. The letters that came with these poems

warmed one with new strength for the fight. A quotation or two from these letters will show the spirit of them all. Mr. Rich, Associate Editor of the Forum, wrote, "Accept this from me as my small part of a great human effort," and Mrs. Crew wrote, "Wishing you the greatest success in your good work." At this point it is germane to quote several of these poems, especially ones which have an obvious bearing on the campaign against the white plague.

Winifred Welles, who has contributed to *The Journal of the Outdoor Life*, wrote the following poem:

FROM A SLEEPING PORCH

All day on the stones of the pathway I hear them walking below,
The happy heels and the strong heels, the swift feet and the slow.
Some step forth as to laughter, and some are shod as with pain,
Gaily they go in the sunshine or wistfully with the rain.
But they all belong to folk upright, and not to those like me,
Who have to lie and look at life horizontally!
Once, long ago my feet were like theirs, they went whither I desired,
They were lured, they followed and found, they danced and they were tired.
But now their gypsying is done, and I have only instead
Two small peaks in a blanket at the far end of the bed.
But at night when the world goes in to sleep and only the moon and I
Are left to swing in the silence side by side in the sky,
And the old, maternal mountain is comfortably near,
Is it a whisper from her that I always seem to hear,
When, no more weary of weariness, lonely or fearful or sad,
I rise up straight in the midnight, strong as of old and as glad,
And I run down the wide, white meadow whichever way I choose,
And my feet clink over the starways in a pair of crystal shoes!

Lyman Bryson contributed this original poem:

THE WINDS

Come out of the fever-laden breath
That taints the dark slum street with death,
Come where the skies are pure and kind,
Come into the winds of God.

Ye, whose dim eyes see no dawn,
Whose hearts beat fainter as days drag on,
Who know no rest for body or mind,
Come into the winds of God.

There is healing and peace in the woods and hills,
There is cool sweet air that kindles and thrills,
When the streets of pain are left behind,
Come into the winds of God.

The most poignant poem of all was this epigrammatic one by Horace Holley:

Ill health—the heart's unseen Gethsemane;
Ill health—the mind's unknown insanity;
Ill health—a prison round the spirit built
Deeper than Judas' sin, than Nero's guilt.

Of course these poems formed the nucleus for wide publicity in the press. A further impetus was the action of the School Board in setting aside its ban against contests of any kind in the public schools. In addition, the superintendent gave information about it in his bulletins to the teachers. Miss Gratia Countryman, the chief city librarian, also helped by having distributed through the libraries and schools printed slips giving a list of books on poetry. Large placards were placed in the settlement houses and in the fourteen or more branch libraries. Further, a letter was written to each English teacher in the city, giving the rules for the contest and asking for their cooperation. These rules were:

First: The poem must be upon some phase of health. This may be construed to mean anything which makes for better physical conditions, such as: A Hike Through the Woods, The Camp Fire, The Race, Fishin', anything which is an arraignment of present conditions which make for ill health—such as Tenements, the Cigarette, The Red Plague; anything which is helping to change bad conditions, as The Red Cross Seal, The Visiting Nurse, or any personal experience.

Second: The poem may be in any accepted medium of verse, vers libre among them.

Third: Each poem should be signed with a non-de-plume accompanied by a sealed envelope containing the author's name and address and sent to Paul L. Benjamin, 25 Old Chamber of Commerce.

Fourth: The time limit for the contest will be five o'clock December 5, and all poems must be in the hands of Mr. Benjamin by that time.

Fifth: The winners will be announced in the Minneapolis Journal either Sunday, December 24 or 31.

Sixth: A "grand prize" will be given for the best poem. First prizes will be given for the best poem by a high school girl, a high school boy and a first prize for the best poem by a grammar school pupil. Other poems will also receive prizes.

Seventh: The judges are Henry A. Bellows of the Bellman, Miss Harriet Monroe, editor of "Poetry" and author of "You and I," and William Stanley Braithwaite, editor of "The Poetry Review" and Anthology of Magazine Verse.

The prizes consisted of thirty dollars in cash (which was contributed) and subscriptions to a great variety of magazines, such as St. Nicholas, The American Boy, Boys' Life, The Storytellers' Magazine, Everland, Our Dumb Ani-

(Continued on page 5)

Tuberculosis Week

Over 150,000 associations, clubs, schools, churches and other organizations helped last year to spread the gospel of good health during Tuberculosis Week. This annual educational movement, conducted under the direction of The National Association for the Study and Prevention of Tuberculosis, comes this year during the week of December 2d to 9th. The National Association has provided for three special days: Medical Examination Day, Thursday, December 6th; Modern Health Crusade Day, Friday, December 7th; Tuberculosis Sunday, which may be observed at the beginning or end of the week, December 2d or 9th.

Medical Examination Day may well be particularly stressed. Never before in the history of the world has the importance of physical fitness been so clearly revealed by thorough medical examination as in these days of war and of army mobilization. Hundreds of thousands of men who had for years thought themselves perfectly fit have been rejected from military service because of defects or impairments of the body which they had never suspected. And the tragedy of this situation is that, in by far the greater percentage of cases, these diseases could have been avoided by a periodic medical examination at least once a year. Medical Examination Day on December 6th will be an effort to induce every man, woman and child to have an annual examination.

Modern Health Crusade Day, December 7th, will give an opportunity to interested children, through the schools, in the tuberculosis and public health movement, by means of plays, talks and motion pictures.

Tuberculosis Sunday, the culmination of the week's campaign, has in past years and will this year reach Jew and Gentile, Protestant and Catholic, and all possible religious groups within these organizations. It is not necessary that special sermons be preached on tuberculosis; a brief talk in connection with some service or an oral or printed announcement is sufficient to answer the requirements.

The days from December 2d to 9th is a time when an endeavor should be made to interest clubs, lodges, granges and civic and social bodies in the subject of tuberculosis. The fundamental aim of Tuberculosis Week is educational, but there is no doubt that an intensive campaign of eight days will increase the sale of Red Cross Seals.

Special circulars on Medical Examination Day, Modern Health Crusade Day and Tuberculosis Sunday may be secured, in most cases without charge, from the secretaries of local anti-tuberculosis associations or, if this is not possible, from the National Association.

War Work of the National Association

The war work of the National Association against tuberculosis, as it has thus far developed, is along two lines:

First, discovering tuberculosis among enlisted and drafted men, and not alone those who have been rejected, but those who are accepted for service. It has become manifest that many men with active tuberculosis have passed the examining boards. This is because of the necessity for rapid and therefore very cursory, if not careless, examinations, and because many general practitioners are not trained to detect tuberculous lesions.

All applicants for enlistment in the United States Marine Corps who have been rejected since January 1st because of phthisis have been reported to the National Association by direction of the commandant at Washington. These names are being sent to the state or city boards of health where the applicants reside.

Ex-patients in sanatoria or at dispensaries who have been drafted and accepted for the army are being reported to the National Association, and the information in turn is being reported to the proper military authorities for investigation.

Those rejected by the local examining boards have had their rejection slips filed with other rejections for physical disability. In many states it has been quite impossible for health officers or anti-tuberculosis agencies to get at these lists. The status of the boards in their relation to the Governor and the Federal Government has not been clearly defined for them. In only two states that we know of, namely, Massachusetts and North Carolina, has the governor over his own signature requested local boards to report tuberculosis to the state board of health.

The attention of all anti-tuberculosis associations is called to the importance of a letter which has just been received from the office of the Provost Marshal General in Washington. This letter makes it possible to secure the names and addresses and other information regarding those who were rejected by local or district exemption boards because of pulmonary disease or suspected tuberculosis or because of under weight, which may be the result of tuberculosis. This should uncover many thousands of unknown cases. It is hoped that all state and local boards of health will make it possible for the non-official agencies, such as anti-tuberculosis associations, dispensaries, sanatoria and visiting nurse organizations, to co-operate with them in following up these rejected conscripts with instructions and service. The letter reads as follows:

WAR DEPARTMENT

OFFICE OF PROVOST MARSHAL GENERAL
WASHINGTON, September 29, 1917.

The National Association for the Study and Prevention of Tuberculosis,
105 East 22d St., N. Y. City.

GENTLEMEN:

I am directed by General Crowder to inform you that the Provost Marshal

General is in complete sympathy with the work of your Association. He thinks it would be an excellent thing if the physical examination records of the several Local Boards were made easily accessible to your representatives or to representatives of the State Boards of Health acting in co-operation with you. He does not desire, at this time, to direct the Boards through the Governors to this effect because it has been necessary to establish and adhere to the policy of addressing Governors only upon matters essentially important to the immediate administration of the Selective Service Law. However, the Regulations provide that the records of Local Exemption Boards be made accessible to the public at such time as will not interfere with the work of these Boards. Should this general authority not prove sufficient the Provost Marshal General has no objection to, and, in fact, advocates the presentation of a copy of this letter to the Governors of the several States to the end that the Governors give such special directions as may be necessary in order that the data desired for your Association may be collected.

By direction of GENERAL CROWDER:

Allen W. Gullion, Lt. Col.,
Judge Advocate, Asst. Exec. Officer.

Secondly, an educational program has been tentatively mapped out and begun at Camp Devens, Ayer, Mass., and Camp Bartlett, Westfield, Mass. Through the Y. M. C. A. Camp Director of Education, acting in co-operation with the Massachusetts Anti-Tuberculosis League, literature on tuberculosis will be distributed in the nine service buildings.

Twenty to thirty-minute talks, of an informal, snappy, non-technical character, will be scheduled in these buildings. Lectures for military surgeons by the foremost specialists on tuberculosis will be arranged for later. The surgeons at Camp Devens are interested in arranging for tuberculosis clinics at the base hospital, to which they will invite the non-military physicians in the neighborhood. They have expressed themselves as interested in reciprocal clinics to be arranged by the neighborhood doctors. It is hoped that such reciprocal clinics will be held at all the cantonments.

Arrangements have been made through the Community Motion Picture Bureau for routing motion picture reels on tuberculosis in all the camps and cantonments. About 400 screens are thus made to serve the purpose of education.

It should be clearly stated that in carrying on this work the National Association is acting wholly through and in co-operation with the anti-tuberculosis associations and state boards of health.

Many channels of information are open to and permits obtainable by the National Association which might not be so readily available to state associations. All data thus received will be passed on to the organizations of the several states and they will conduct such campaigns as seem to them best adapted to local needs.

A Program of County Work for a State Visiting Nurse*

By MARY C. NELSON, R. N.

The work of a state visiting nurse may be under the auspices of the organization that has charge of the tuberculosis campaign in the state, either the state Board of Health, or the state Anti-Tuberculosis Association. In some states it has been inaugurated by the offer of the services of a visiting nurse for a month as a prize to certain counties selling the greatest number of Red Cross Seals per capita, and this has stimulated and increased the sale of the seals.

The secretary of the State Association arranges the state appointments by correspondence with the local committees who have charge of the sale of the seals in each county. The secretary also gives the nurse the names of the chairmen of these committees, and this serves as her official introduction to the county. After this introduction she should correspond personally with the chairmen whose duties are to make arrangements for her room and board, to plan a tentative program of work, and to co-operate with her during her stay in the county.

A room in a private family, with board in the same house, or nearby, is more desirable than living in the average small town hotel, and more reasonable, and often gives the nurse the personal touch with local conditions which proves helpful in her work.

Her headquarters should be in the county seat, as it is the center of population and activities, and enables her to get the "atmosphere" or "point of view" of the community, as a whole, more effectively than elsewhere.

The state secretary should send to each chairman a general outline of the work on which the program is to be based, with certain suggestions as to hours on duty and the necessity for conservation of the nurse's strength. An afternoon a week and, where Sunday work is planned, another whole day of rest should be part of the schedule. Each county feels the importance of its own problems and the committee is apt to forget the nurse is only human and that she has the same problems to solve in every county, while the nurse is anxious to accomplish as much as possible in the time allotted, and may overwork. The state secretary should keep in close touch with her program and exercise a certain amount of supervision over her work. The following is a sample of the way in which a schedule for a month may be kept:

DATE	MORNING	AFTERNOON	EVENING
July 1	Farragut school	Woman's Club	Committee meeting
July 2	Lincoln school	Washington school	
July 3	Visits	Ladies' Aid	Methodist Church
July 4	Visits	Visits	
July 5	District school	District school	Grange
July 6	District school	District school	Evening meeting
July 7	Visits	1 1/2 day for Nurse	District school

There should be some publicity work done before the arrival of the nurse, personal items as to the nurse's previous training, experience, etc., to create an interest in the campaign. The counties that have worked for and won the prize will be interested in knowing some facts about the nurse and what she is going to do. School children, especially, are apt to become nervous over the prospective visit of the nurse, and it is well to allay their fears by giving a definite outline of her program.

The salary is paid by the state association for the month in the prize counties, and the counties pay the traveling expenses. Those counties who failed to win the prize may have the nurse by paying both salary and traveling expenses, the length of her stay being determined by the amount of money in the treasury from the seal sale. Frequently the prize county keeps the nurse an extra month by paying both salary and traveling expenses. The salary is usually \$100.00 a month and traveling expenses, while the nurse pays her own living expenses.

On arrival in the county the real work begins:

1st. There should be a meeting of the local committee to discuss the objects of the campaign and to plan a definite program of work.

2d. The nurse must make a survey of local conditions.

3d. To do this she should meet the men and women of the town who have the community interests at heart:

- Health officer.
- Physicians.
- Superintendent of schools.
- County school commissioner and county agent.
- Judge of probate.
- Clergymen of all churches.
- Leading business men and women.

h. Women's clubs, Ladies' aids, societies of all kinds, as Masons, Eastern Stars, Odd Fellows, Granges, Farmers' Institutes, and any organization whose influence will be of service in winning the good will of those through whom results are to be secured.

4th. Personal interviews with the members of the Board of Supervisors, the Poor Commissioners, and any other county officer who may have to do with the administration of county affairs.

The campaign being principally educational in its character, the message must be spread as widely as possible.

1st. Health talks to all grades in city, village and rural district schools, from the kindergarten through the high school. The hearty co-operation of the superintendent of schools and of the county school commissioner is absolutely necessary to make this phase of the work a success.

2d. Special talks to teachers, and in the county normals, emphasizing the importance of their own personal hygiene and the need of a physical examination for tuberculosis.

3d. Medical inspection of the children for physical defects may be made with the consent of parents and the Board of Education. It is advisable to have the health officer or some physician present at these inspections to give emphasis to the findings. The nurse should be very conservative in her decision as to the presence of physical defects. One mistake in finding tonsils where an operation has been performed, even though they have only been clipped, will cast a doubt on her whole work.

4th. Concrete evidence of the needs of the community must be presented. To obtain this evidence the nurse must visit the homes of patients suffering from tuberculosis to know the conditions under which they are living. A list of these cases, with the names of the family physician, will be gotten from the health officer. As a matter of professional etiquette she should call on each physician and secure his co-operation and consent before visiting his patients. It may be necessary to give bedside care to the sick, assist in obstetrical work, to hold mothers' meetings, organize Baby Welfare Weeks, Good Health Exhibits, and make Sanitary House Inspections; in fact to be prepared in every way to meet any demand made upon her, "to be instant in season and out of season," to accomplish in a short time permanent results of her efforts.

Adaptability and tact are indispensable. To be a "good mixer," to take things as they come, willing to make the best of everything, will help essentially in making the campaign a success.

* This paper is based largely on Miss Nelson's experience as State Visiting Nurse of the Michigan Anti-Tuberculosis Association.—THE EDITOR.

Program for a City of Twenty-five Thousand Population

By MISS MARY VAN ZILE, Beverly Public Health Dispensary, Beverly, Mass.

In 1911 the Massachusetts legislature passed a bill by which every city of ten thousand or over was required to establish and maintain a dispensary for the discovery and care of indigent tuberculosis patients. Apparently little heed was taken of this law until 1915, when the State Commissioner of Health notified the cities of this class that if, by June 1, 1915, they had not established the required dispensaries, they would be called upon to pay the fine of \$500.

A few especially progressive citizens of this city, wishing to conduct the work of the dispensary on the most constructive lines, set about at once, organizing an anti-tuberculosis society, with the purpose of making a survey of the tuberculosis situation and conducting the organization and administration of the dispensary in conjunction with the city Board of Health.

A nurse was paid for two months by Red Cross seal funds to make a preliminary study of the situation and to prepare a tentative program for continuation work.

Between May 10th, 1915, and July 1st the anti-tuberculosis society considered carefully the framing of the policy for health work, to be recommended to the mayor and city council. As an outcome of this a commission was appointed by the mayor, composed of the three members of the Board of Health and seven representatives of the anti-tuberculosis society. They were sworn in to supervise the work of the dispensary and to be responsible for the spending of the appropriation (\$2,300). A skilled diagnostician was engaged for the clinic service at \$400 a year, and a full-time nurse, to serve as executive secretary, at \$1,000 a year. It was decided to work under the name Public Health Dispensary.

A suite of three rooms was engaged in a central location, with the essential requirement of southern exposure, suitable plumbing and sufficient space. The necessary equipment was bought and on July 1st the first clinic was held.

Two years' work on this basis has shown the need of the dispensary in the community. Over 400 patients have been under its care, representing about 300 families, and the community has expressed its interest by co-operation in many ways.

Having demonstrated the need and won the confidence of our supporters, it is now incumbent upon us to do more intensive health work and to continue the more constructive part of our program.

In contrast with other dispensaries our difficulty has not been that of persuading patients to attend the dispensary, but of giving them adequate care and attention when the diagnosis had been made and treatment prescribed.

Of the 90 patients with positive tuberculosis, the incipient cases can be sent to one of the four state sanatoria, but because of the great demand for beds they must wait from six weeks to two months before being admitted. In the meantime they are apt to become moderately advanced or so much improved that they see no need of leaving home. For the moderately advanced and advanced cases provision is made at the Lynn Tuberculosis Hospital, pending the time when the county hospital shall be furnished. The nursing care and food at Lynn are good, but the location so poor that the patients' complaints of dampness and monotony of scene are considered quite reasonable. The difficulty of this situation will no doubt be greatly relieved by the addition of sufficient beds in the county hospital to release the sanatorium beds for early cases.

We hope also that by directing the educational work in connection with the county hospital to co-ordinate the work on a county basis.

In the meantime if an outdoor camp could be maintained for waiting patients and for children needing special care our efficiency would be greatly increased. It is possible that an old boat may be used for this purpose on the waterfront or a house in the outskirts of the city.

The discrepancy, however, in the care of the patients when at home, either before or after sanatorium instruction, is the inadequacy of the home visiting service. To prevent the spread of the disease and to encourage the constant attention to prescribed treatment every positive case should have, as routine, at least one visit from the nurse a month. Some cases require more, and developments from week to week give special cause for extra visits of advice, such as to rearrange outdoor sleeping quarters, to give instruction in cleaning and preparation of diet and in the care of the children. The visiting of 90 patients is alone the full-time work of one nurse.

On the first Thursday evening of each month a class for returned sanatorium cases, somewhat after the plan of Dr. Pratt's class, has been found to be an inspiration and encouragement to those continuing treatment at home. The exchange of ideas and plans acts as an incentive to greater effort. We hope this may develop into an active educational factor in the community, teaching these patients to spread the gospel of sanatorium treatment and the need for precaution at home.

The intensive work of the clinics needs careful supervision on two afternoons and one evening a week. Tuesday afternoon is devoted chiefly to mothers bringing young children below the school age. The Wednesday after-

noon clinic is given over to school children who are sent by the school nurse and others to be examined. From the dispensary they are referred to other specialists or agencies if necessary. While waiting their turn the children are given corrective exercises by a specially trained worker, and we hope later to be able to employ her regularly for our defective posture cases.

This brings us to the large field of preventive cases, where much must be done along educational lines. By taking small groups of children as they attend the clinic, teaching personal hygiene by pictures and talks and pamphlets, we hope to increase the health of these dispensary children. Hygiene slips in the early grades of the schools have been introduced by the association. These are filled out by every child for one week each month, serving as a reminder and habit former, also giving the child a frequently much needed standard in cleanliness and healthy living.

In view of the fact that by compelling children to attend school the state takes the responsibility of producing wage-earning citizens, it is of economic value to each community to conserve the health of the children while of school age. One of the necessary factors here is the use of fresh-air classes, which can be provided at small cost by fitting into each classroom window three adjustable frames. The equipment of extra blanket bags and overshoes should be furnished by the school department.

We hope to extend the influence of the dispensary gradually far beyond the treatment of the patients themselves or even the rehabilitation of the families, and become a strong educational factor in the city. Later, also, to extend our activities to the county, reaching the districts within reach of the county hospital.

The medical fraternity, recently formed, has urged upon the city government the appointment of a full-time health officer, and the dispensary commission has recommended to the Board of Health the selection of a graduate of the school for health officers of Harvard Technological.

The dental clinic, equipped during the last year by a special appropriation, should be passed over to the direction of the school committee, which now regulates the attendance of the children and the record keeping.

The problem of relief is one to be systematically dealt with. We expect to get together a representative committee of all agencies doing relief work in the city, so that, by adopting the use of the confidential exchange conducted by the S. P. C. C., we may use with more discrimination the funds available for this purpose.

A practical solution of this problem

for all who prescribe relief and for those who furnish it would seem to be the employment of a nurse with domestic science training to direct the spending of relief money and the careful use of the food bought.

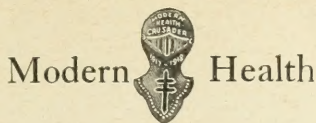
For the consideration of economic problems, such as housing, sanitation, household economy, factory conditions, milk supply, etc., it is proposed to gather together a committee of the prominent workers in each line, manufacturers, merchants, real estate agents, members of the board of trade and the city government, to consider the necessary steps for city improvement along health lines.

Co-ordination of nursing forces seems most desirable, and will no doubt be greatly to the advantage of the school nurse, the district nurse and the dispensary nurse. As these individual nurses increase their clientele the work will be found more and more to overlap.

Social service agencies, including playgrounds, Boy Scouts, Camp Fire Girls, clubs of different kinds, have been brought together by health exhibits, and this co-operation must be systematically used for educational purposes.

Summary of Program

1. Continuous educational work by means of literature, newspaper publicity, talks, exhibits, motion pictures, etc., for adults and children.
2. Increase of hospital beds for advanced and moderately advanced cases.
3. Appointment of a full-time health officer.
4. Provision of open-air classes in schools.
5. Additions to the nursing force for adequate home supervision.
6. Regular employment of supervisor of posture class.
7. An outdoor camp for waiting patients and returned sanatorium patients, also for children needing supervision.
8. The transfer of dental clinic to the school committee.
9. Employment of nurse housekeeper, preliminary to organizing relief work.
10. Appointment of civic committee to direct constructive city improvement.
11. Co-ordination of nursing forces.
12. Co-operation of social service agencies for extensive educational work.



Modern Health Crusaders' Department

A November Meeting

While the regular meetings of Modern Health Crusader leagues on the subjects given in the Modern Health Crusader circular come only once in two months, leaders in the movement in various states are recommending additional special meetings, and some advocate regular monthly meetings. The BULLETIN will accordingly from time to time publish suggested programs for meetings intermediary to the six standard meetings set for the progressive recognition of leagues in the state and national leagues.

The December meeting, subject: Tuberculosis and respiratory disease: How to prevent colds: Red Cross Seals, will be covered in the November BULLETIN just as the October meeting was in the September BULLETIN. For a special November meeting we recommend the institution of a simple military drill for both boy and girl crusaders. This will give an excellent form of physical exercise and mental discipline and will capitalize for their health the immeasurable interest all children now take in military matters.

An excellent drill manual, by Pirie MacDonald, may be obtained for 15 cents, postage prepaid, from the Boy Scouts of America, 200 Fifth Avenue, New York. This manual may also be purchased at principal headquarters for Boy Scouts.

We believe the manual will be self-explanatory to every league-master, man or woman, but, if not, local scout masters may be called on for assistance. No guns or sticks are required; the drill is for marching and for posture. Some leagues may wish to add a wooden gun or broomstick drill for arm and chest exercise. The military drill may be made a feature of every meeting with other numbers on the program, and up to Christmas at least a drill may well be held every week or fortnight. The drill company should be limited to crusaders, thus giving all boys and girls an incentive to do health chores or sell or buy seals as qualification.

One of the Modern Health Crusader

flags or pennants described in the crusaders' handbook (circular) will prove particularly useful to a league as a marching trophy.

National Competition

The National Association for the Study and Prevention of Tuberculosis, as directors of the National Legion of Modern Health Crusaders, will award ten handsome banners to leagues enlisting the most crusaders in ratio to population of their towns between October 15th and December 31st, and will publish the names of the winning leagues and league masters. For explanation, see the article on Red Cross Seals in this issue and the circular "Honors and Pennants, 1917," sent on application by your state association or the National Association.

Hat Pins

The National Association has had a quantity of the beautiful 1916 crusader shield pins made into hat pins. One of these will be presented to each of the first one hundred league masters applying who reports the number of crusader members, the territory (town, city, etc.) in which they reside, and the names of the officers. Preference for gold or silver pins should be stated.

Notes and Pointers

Under this heading the BULLETIN plans to publish news items on the progress of the movement and helpful suggestions from the leagues. Correspondence is invited.

More than 100,000 copies of the record of health chores, the "score card," have already been purchased by state and local associations for use of boys and girls in their homes.

Mrs. B. B. Buchanan, secretary of the Washington (State) Association for the Prevention and Relief of Tuberculosis, who has ordered 5,000 sets of crusader literature and insignia, writes: "I am delighted with the Health Chores idea. I think it is the best thing of its kind I have seen and it will work out splendidly with the ideas we have on the subject and the plans we have already made."

The Grand Rapids Anti-Tuberculosis Society reports the employment of a full-time worker for the Modern Health Crusader program in the schools.

The Virginia Anti-Tuberculosis Association reports that its field secretary is giving her attention to the crusade.

Mr. Murray A. Auerbach, secretary of the Arkansas Public Health Association, reporting on the leagues organized in that state, writes: "I regard the Modern Health Crusader movement as one of the greatest schemes for the general welfare of children that has yet been advanced."

With the printing of new and large editions of the Modern Health Crusader handbook, it is now possible for the National Association to quote \$5.50 per thousand for this circular, 55 cents per hundred. The state associations distribute them locally, usually without charge.

Scrubbing Up Pegasus

(Continued from page 3)

mals, The World's Chronicle, etc. These subscriptions were secured by writing to the editors of the various juvenile publications, stating the purpose of the contest, and asking for as many subscriptions as they could give.

The allurements of the many prizes, together with the heavy fusillade of publicity reverberating as it did from the press, the libraries and the schools, set the school population of over fifty thousand children to reading about health and then to writing verse about various phases of it. Literally, hundreds of poems were poured into the office. After considerable deliberation the judges made these awards: Jane Raze, "First Home"; Vivian F. Harthen, "Health"; Christine Frederickson, "Daddy's Remedy"; Viola Marquarat, "Industrious Germs"; Elizabeth Laws, "Canoeing"; Lucy Kenfield, "Health"; John LaVelle, "My Skates"; Warren Fetterly, "Health"; Gertrude Lovejoy, "Health"; Gertrude Moren, "The Fly"; Donna Blake, "Little Miss Tenement"; Emma Timberlake, "Dietetics"; Elsie Edstrom, "Health"; Anna Lincoln, "The Call of the Outdoors"; Eleanor McBride, "The Campers"; Lucille Quinn, "The Pine Tree"; Winnifred Mo, "The Flight of the Germs"; Dora Hymen, "A Beaming Heart"; Floyd MacKenzie, "Health Poem"; Kammila Aasen, "Tuberculosis."

Both Mr. Braithwaite and Mr. Bellows, independently of each other, selected "First Home," by Jane M. Raze, for the first prize:

FIRST HOME

Out in the woods where God dwells
And the wild bird sings his song
Wherever the flowers bloom in the dells,
That is where I belong.

Out where the green leaves whisper
Their tale of the summer time,
Where every voice is a vesper
And every sound a chime.

Where the green of the lowland meadows
Stretches away to the hills,
And the hills fling out their shadows
Over the babbling rills.

There are the voices calling
By wandering feet to come,
Back to God's first dwelling,
Back to man's first home.

Of course, the primary object was to arouse a city-wide interest in health, and to do this in a unique way which would pique a child's curiosity. Mr. Bellows in an article on the contest, penned principally from the angle of its poetic value, writes on this point: "Of course the contest was undertaken by the committee in charge, mainly as a part of a health campaign, and the poets who supplied models so generously did so in order to contribute to the great national fight against tuberculosis. I can readily believe that the effort to produce these poems, with the specially provided models to stimulate and guide, may well have accomplished more in the way of genuinely interesting the children in healthy living than scores of talks and treatises."

Plans for \$3,000,000 Seal Sale

(Continued from page 1)

cially strong appeal made by this year's seals enclosed in a carefully phrased letter, we believe that the average remittances will be much larger than formerly, making the mail sale relatively more profitable, in spite of probably six cents postage for each letter. Tuberculosis associations should not hesitate to pay the two-cent tax for the support of our army and navy. It is well to remember that the mail sale has quadrupled the seal sale in some sections and was the principal factor in the practically doubling of the sale over the country in the last two years.

Honors and Pennants

The circular announcing the fourth annual national competition for pennants conducted by the American Red Cross and the National Association is now being distributed through the state associations. A sample will be sent on application to the National Association.

Ten banners corresponding to the ten population classes are offered for the largest sales per capita of population in the inter-city and -town competition. Villages, towns, counties and cities of all sizes are eligible. The winners will receive publicity amounting to a more valued prize than the silk banner.

In the inter-state competition three banners will again be awarded to the winning state associations in the three state groups. The new circular gives a comparison between the relative standings of all states in the 1916 sale and in 1915. To the list of the 1916 pennant winners in the inter-city and -town competition, a list of the holders of second and third places is added.

Certificates of Commendation

In the expectation of increased sales in all parts of the country, the standard number of seals per capita for the award of certificates of commendation has been raised from five to six. Last year 120 towns and cities sold seven or more seals per capita. The National Association will present a handsome certificate to the agents for all cities, towns, villages and counties which reach the "standard of six."

Modern Health Crusader Competition

A new feature in competition, explained in the Honors and Pennants circular, is the offer of banners for recruiting the most Modern Health Crusaders. The league that enrolls the largest number of crusader members in ratio to the population of town or city in which they reside, between October 15th and December 31st, will be awarded a banner by the National Association. To offset disparity in size, the villages, towns and cities are divided into the same ten classes as in the Red Cross Seal pennant competition and a banner is offered in each of the ten classes. In this competition recruits will be counted who qualify either by the sale or purchase of ten seals or by doing the health chores for one week. As children may purchase seals in every locality, even where they may not be privileged to sell them, it is felt that this competition is equitable for all.

Cuts and Lantern Slide

Herewith is a reproduction of a 6½



Half-column cut of seal

the cut of seal above the headline or set in the middle of the story.



Column cut of seal

The 13 picas or one-column cut shown above is also for newspaper use. Agents should bear in mind that both sizes of cuts are useful on all kinds of one-color printed matter. Make the seal well known in your territory.



Lantern slide for use in seal campaign

The above is a cut of the lantern slide which local agents are urged to place for exhibition in motion picture houses and other theatres. The originals are furnished in three colors. A supply may be obtained from state agents. Additional slides can be furnished by the National Association at 9 cents each.



